MOBILE TECH FAIR

ON THE OCCASSION OF THE LAUNCH OF THE

[CMIP]
CARIBBEAN MOBILE INNOVATION PROGRAMME

June 10, 2014
UWI Regional HQ, Jamaica

WORLDWIDE PREMIERE ‘STARTUPLAND’

‘Growing Mobile Entrepreneurship in the Caribbean’

FOLLOW US
www.facebook.com/infoDevWBG
@infodev

FOR MORE INFORMATION
www.infodev.org/articles/launch-caribbean-mobile-innovation-program
Welcome to the Caribbean Mobile Innovation Programme (CMIP), a new partnership to recruit and nurture the next generation of talented mobile entrepreneurs in the Caribbean. CMIP, a regional initiative executed by the UWI Consortium under the Entrepreneurship Program for Innovation in the Caribbean (EPIC), and funded by the Government of Canada, is the latest major infoDev/World Bank incubation and startup program to be launched in 2014.

EPIC continues to support its mobile entrepreneurs with training, pitching and mentorship, giving infoDev the ideal conditions to assess and prepare the market for them. From these activities, we’ve selected the most promising group of mobile startups, all of whom are preparing themselves to be business-ready when they are paired with investors.

Truly regional in nature, the CMIP, from its first base in Jamaica at UWI, will shortly spearhead the establishment of six mobile innovation hubs chosen from among the other Caribbean territories. These will in turn spread their reach, connecting mobile startups to each another and to the rest of infoDev’s global network of entrepreneurs, financiers and technology leaders.

On show are eight Caribbean mobile enterprises and the problem-solving apps they have developed. Experience the highs and lows of life in a tech startup by watching the worldwide premiere of the new documentary series, ‘startupland’. Finally, share in the evening’s hot topics via a high-powered panel discussion by industry experts, led by Jason Gutwein, the director of the film. Enjoy!
WHAT'S INSIDE

- Introduction to the CMIP 2
- MediRevu Barbados Shannon Clarke 4
- EzLearner Barbados Troy Weekes 5
- M.A.D.E T&T Ade Inniss-King & Madonna Corrian 6
- cariOLA St. Kitts John Francis 7
- CrimeBot Jamaica Dave Oakley 8
- Agro Central X Jamaica Janice McLeod & Jermaine Henry 9
- meAgo Jamaica Roxanne Wanliss 10
- Best Daily FX Rates Jamaica Kemesha Tobin-Dunn, Ssyade Gayle 11
MOBILE APP: MediRevu
CORE TEAM: Samora Reid, lead designer; Lybron Sobers, iOS app developer; Shannon Clarke, web and mobile application developer.
START: June 2014 trial launch
infoDev/EPIC EXPERIENCE: Won expert developers prize at Digital Jam 3.0.

BACKGROUND
MediRevu is a mobile health app that empowers physicians and caretakers to easily manage patients by tracking compliance with doctor instructions regarding diet, exercise and medication. Patients download the free mobile app to access diagnosis, treatment instructions and automatic reminders for helping them stay on track. Subscribers pay a monthly fee to access the MediRevu online dashboard to track and monitor the patient’s compliance as well as an analysis of their response to prescribed medications. This allows doctors to adjust patients’ medication plan and/or re-diagnose the patient as needed.

TARGET MARKET
According to the CDC (Centre for Disease Control and Prevention), 54% of physicians had adopted an electronic health record (EHR) system by 2011 with more than 75% of them reporting that it has assisted with improved patient care. The aim is to serve 2,000 physicians over the course of five (5) years across the Caribbean. MediRevu plans to enroll at least 35 doctors in Barbados within the first year of operation, after which the scope will expand to others across the Caribbean and the Americas.

BUSINESS MODEL
Doctors and caretakers will pay monthly subscriptions of US$99 and US$25 monthly respectively in order to access the MediRevu online dashboard. MediRevu will also attract group rates for clinics and elderly homes starting at US$3000 and US$1000 monthly, respectively.

FINANCIAL SUMMARY
MediRevu seeks an investment of US$35,000 at 6% equity stake. Cost drivers are primarily online marketing and equipping sales/marketing assistants.

• iPhone: https://www.testflightapp.com/install/00827ffe9ab9b90d8ac7d4b4ae415-OTY1MzAwNg/
• Android: https://www.dropbox.com/s/aijbftuk1krijx/MediRevu_23Feb_3.apk
MOBILE APP: ezLearner
CORE TEAM: Troy Weekes, digital developer; Gregory Hinkson, consultant/accountant; Katyann Fletcher, marketing lead.
START: 2011
infoDev/EPIC EXPERIENCE: Mobile Startup Camp 2013

BACKGROUND
EZLearner Inc. is a provider of educational technology solutions for students in the English-speaking Caribbean. In 2011, the corporation commercialized the design, development and online distribution of educational web apps and premium content for children between 8 to 12 years old.

EZLearner has created an award-winning learning platform comprising four integrated learning apps, Composer, Comprehend, Compute and StoryVille. The apps feature gamified activities that are compliant with national curriculum standards.

The learning content showcases relevant Caribbean culture and values. The mobile app, StoryVille, is a digital storytelling social feed that motivates students through peer recognition and acquires customers for the other apps on the platform.

Other apps for entrepreneurship, science and social studies are planned for 2015 and 2016.

TARGET MARKET
Children 8-12, plus parents and teachers who use educational technology. The total addressable market size represents approximately 4 million Caribbean students, growing by 0.5% in 2015. EZLearner serves 13% of the Barbadian market and projects growth in St. Vincent and the Grenadines during 2014.

COMPETITION
Alternative online products and teachers who offer private tuition. The product is unique because of its highly accessible, credible, multidisciplinary and exclusive content offering.

Proprietary expertise in user experience design, social and mobile integration gives EZLearner an edge in technical agility. They apply lean production strategies and innovative business processes to enhance speed and market fit. The EZLearner brand is gaining traction through strategic alliances and relationships.

• http://appworld.blackberry.com/webstore/content/33939897
• http://www.ezlearner.com

Troy Weekes
**MOBILE APP:** M.A.D.E.

**CORE TEAM:** Madonna Corrian, co-founder; Ade Inniss-King, co-founder

**START:** May 20, 2014 (DB-117 Ltd.)

**infoDev/EPIC EXPERIENCE:**
Won 2013 VentureOut Challenge; 3rd place in ‘Stunning Beginners’ category, Digital Jam 3.0

**BACKGROUND**

M.A.D.E (My App for Disasters and Emergencies) gives users actionable and location-specific information on what to do before, during and after hurricanes, earthquakes, flooding, wildfires and other disasters in the Caribbean. M.A.D.E keeps loved ones connected and helps reduce the overall cost of recovery after a disaster or emergency.

The app has 3 components:
1. M.A.D.E – Early Warning System; Disaster Response Plans and Interactive Checklists; Family Circle; Offline Access
2. M.A.D.E Biz – Integrated Insurance, Identical to M.A.D.E but with a secure link dedicated to insurance services
3. M.A.D.E DRM – Online Disaster Risk Management training

**TARGET MARKET**
- 401,382 households in Trinidad & Tobago (50% considered vulnerable)
- Insurance policy holders: homeowners, renters, auto, life
- 222,800 fixed broadband subscribers
- 20 medium to large insurance companies (local and regional: T&T Insurance, SAGICOR)
- 1.6 million intraregional tourists

**BUSINESS MODEL**
Three revenue streams will generate income from a) 3rd Party Advertising b) Integrated Insurance and c) M.A.D.E DRM, with the introductory version for 39.99 and the complete version for 59.99

**KEY MILESTONES**
- 250 signups and beta-testers 7/14
- Alpha Build Complete 7/14
- Media Launch 10/08/14 (Int’l Day for Disaster Reduction)
- First 1K downloads 3/15
MOBILE APP: CariOla
CORE TEAM: John Francis (St Kitts), founder/CEO: over 20 years in music industry; Ramakant Gupta (India), Programmer/Developer: 10 years’ experience; Andre Fritz (Germany), Graphic Design: 15 years’ experience; Valmar Kass (Estonia/UK), Content Manager with 10 years’ experience
START: July, 2012

COMPANY BACKGROUND
DanceBEAT Records will bring sought-after Caribbean musical titles, videos and books to market on its streaming mobile app, CariOLA. The project makes content universally available by Genre, Island, Artist and Label similar to Youtube or Spotify and music distribution sites like iTunes, eMusic, Amazon, Nokia and Vodafone.

THE PRODUCT
The CariOla Digital Mobile Player is the only one of its kind offering exclusive Caribbean music and video content. The platform is designed and developed to take full advantage of current digital and internet technological opportunities available worldwide and to present Caribbean creativity and entertainment to an international market.

TARGET MARKET
Caribbean and Diaspora; USA & Canada, Europe, Japan, China & Far East; South America, Africa

BUSINESS MODEL
• Total subscription in first 12 months – 100,000 users @ US$10.00 per month for US$10,000,000 in year 1.
  • Aggregate Projected downloads: 100,000 tracks @ $2 by year 2.
  • Advertising & Search Engine net income per viewer: US$0.10 (US$25,000 per month), i.e. US$600,000 by year 2
  • Business to Business contracts and licenses income – US$100,000 a year
• Total net projected income: US$6,000,000 (2 years)

Key Milestones
• OECS Financial Support: 2013
• Establishing Caribbean Fusion (Europe) network of concert promoters and venues

http://cariola.caribbeandownloads.com/
https://www.facebook.com/caribbeandownloads
http://magazine.caribbeandownloads.com/new/
info@dancebeat.net
The app will be initially launched on Android devices (250,000 on Digicel network alone) via Place stores, and later on Windows, BlackBerry (World Stores) and Apple devices (iTunes) for an estimated 900,000 total users.

**TARGET MARKET**

The marketing strategy will vary according to the group targeted. In general, the web page will be accessible to all groups, providing relevant information on **CrimeBot** including availability.

**BUSINESS MODEL**

Marketing to closed groups (security and insurance companies, etc.) will entail face-to-face meetings between the sales representatives and the respective manager of each company. Sales representatives will be able to explain the benefits of CrimeBot to each potential customer and will be specially trained in the art of closing sales.

The **CrimeBot** app also aims at stopping the ‘no informer culture’ that has prevented witnesses of crimes from speaking out because of fear of retaliation. It does this by keeping all users of the app anonymous and their information private.
**AgroCentral**

**MOBILE APP:** AgroCentral  
**CORE TEAM:** Jermaine Henry (CEO), Janice McLeod (CMO)  
**START:** 2013

**BACKGROUND**  
AgroCentral is Jamaica's first digital agricultural clearing house using Web to SMS/SMS to Web technology to connect small farmers and businesses. Businesses will have the ability to source large amounts of crops directly from farmers, who will be able to sell their available produce directly to businesses.

The solution aids small farmers who have trouble locating markets by connecting them to larger businesses.

Unlike services that help them to find markets for their products, AgroCentral removes the middleman who drives up prices and cuts farmers out of their share of the profits.

**BUSINESS MODEL**  
AgroCentral will have multiple revenue streams with a sustainable subscription-based business model. Revenue streams include: Paid subscriptions (for both farmers and businesses), SMS marketing for companies (agribusiness, loan entities, PC banks etc.), Selling data to agricultural stakeholders and escrow service (*2% of transactions)

**KEY MILESTONES**

- Gain funding, beta test, be profitable in 2013  
- Expand through the Caribbean in 2015  
- Expand through South America in 2016  
- Expand through Africa in 2017

*Janice McLeod*  
*www.agrocentral.co*
MOBILE APP: meAgo
CORE TEAM: (Innovat Ltd.) Roxanne Wanliss, Project Manager; Oneal Anguin, Tech Architect; Owen Lilly, Developer; Jason Als, Developer; Zinz Samuels, Marketing; Howard Campbell, Advisor (Jamaica); Caroline Howes, Advisor (UK).
START: 2012
infoDev/EPIC EXPERIENCE: Mobile Startup Camp 2013; won Grand Prize in Digital Jam 2.0

BACKGROUND
In Jamaica alone there are approximately one hundred events attracting over 50,000 attendees each month. This number is significantly greater when extended to the Caribbean. Unfortunately, for anyone to get tickets for these events, they must first, identify places where they can buy tickets, then get there within business hours. However, when they get there, there is no absolute guarantee that they will get the tickets they want.

meAgo is a one-stop shop for getting tickets for the events you want to attend, and is open 24/7, every day of the year, right at your fingertips. With meAgo, you can always get information on events tickets and availability.

TARGET MARKET
The target market is primarily active event goers in the Caribbean 18-35, who are smartphone users. This market size is approximately 9 million users.

BUSINESS MODEL
meAgo will see revenue from multiple streams, including: License fees, commission from ticket sales, convenience fees; value-added services such as related in-app advertisements, reports, etc.

KEY MILESTONES
• June 2014: Seeking a first round of seed investments; branding and marketing strategy deployed; beta testing
• July, 2014: Soft launch of meAgo
• September, 2014: Official launch

A prototype is available and soft launch is in the works for summer 2014.

Website: www.meAgoNOW.com
Facebook: www.Facebook.com/meAgoNOW
Twitter: @meAgoNOW
MOBILE APP: Best Daily fx Rates
CORE TEAM: (Rates Central) Kemesha Tobin-Dunn, Lindel Tomlin, Ssyade Gayle and Luke Edwards
START: December, 2013

BACKGROUND
Most days, it’s difficult to determine which bank will offer the best value in exchange rates. This leaves individuals with the frustration of searching for local banks by scanning websites or running around to find the best fx rates.

Best Daily fx Rates will give these users an innovative mobile/web-based app and a convenient way to find local banks and browse their rates. Today, most foreign exchange apps provide users with the ability to browse foreign exchange rates for every world currency vs. the US dollar.

With Best Daily fx Rates, users can browse foreign exchange rates for world currencies, and conveniently access the best rates from local banks on one screen:

- Users can access and compare the local rates of banks near their location.
- Real time (24-hour) trading rates will be provided for the top traded currencies (USD, CAN, GBP and EURO).
- The daily rates updates will occur via wi-fi once potential partners update their trading rates.

BUSINESS MODEL
Best Daily fx Rates will generate revenue through app purchase, in-app advertising and transaction fees. Customers will pay nothing for the trial version, but will pay US$0.99 for the full version. Certain features will be offered for a US$0.51 for 3 months. Rates Central expects to drive between USD$100 000 and USD $250 000 based on an estimated volume of 50000 app purchases and transactions through the financial apps alone within 24 months.

KEY MILESTONES
Best Daily fx Rates is in the development/introductory stage. Within 3 years, expansion is planned into gaming and animation.

https://www.facebook.com/RatesCentral
startupland
a documentary series

www.startupland.tv